

BEFORE
THE PUBLIC SERVICE COMMISSION OF
SOUTH CAROLINA
DOCKET NO. 2005-284-C - ORDER NO. 2006-20
JANUARY 19, 2006

IN RE: Application of Horry Telephone Cooperative,) ORDER APPROVING
 Incorporated for Approval to Make Changes to) DIRECTORY FORMAT
 Directory Format) CHANGE

This matter comes before the Public Service Commission of South Carolina (the Commission) on the Application of Horry Telephone Cooperative, Inc. (HTC or the Cooperative) for approval to make changes to its directory format. HTC desires to reduce the font size from 9.5 points to 7 points in its white-pages directory, which will permit the addition of a fourth column on each page of the directory. HTC states that it proposes these changes in an effort to keep its directory at a manageable size and weight and also states that the proposal results in a cost savings of \$13,500. The Office of Regulatory Staff (ORS) has investigated this matter and has determined that the change will not adversely affect the public interest.

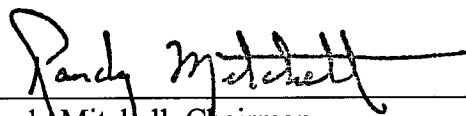
In Order No. 2005-739, we held that while the Cooperative's goals were laudable, we had concerns about the readability and usefulness of directories as the font size is reduced and more columns are added. We stated that we could not make a judgment on these matters without seeing a copy of a page having the proposed changes. We then directed the Cooperative to provide us a copy of an existing directory page and a sample

of a proposed page for our review. We then delayed our vote until we received and reviewed the materials.

The Cooperative has now provided the directory pages, and we have reviewed them. We reluctantly approve the directory format changes requested. Although we believe the larger, present format is more readable by Horry's older customers, we also believe that, with some effort, the new format is still reasonably readable. We note that the proposed format is equivalent to what has been approved for the white pages directory of BellSouth Telecommunications, Inc. (BellSouth). Further, there is a considerable cost savings to the Cooperative with the new format, and the changes keep the directory at a manageable size and weight.

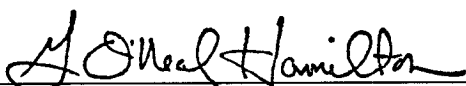
Accordingly, with reluctance, we approve the format changes as requested. This Order shall remain in full force and effect until further Order of the Commission.

BY ORDER OF THE COMMISSION:



Randy Mitchell, Chairman

ATTEST:



G. O'Neal Hamilton, Vice Chairman

(SEAL)